IMPACT OF EMOTIONAL INTELLIGENCE ON THE ADOPTION OF SUSTAINABLE CONSUMPTION BEHAVIOUR FOR BETTER ECONOMIC PROSPECTS

A

SYNOPSIS

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1.1 INTRODUCTION

From Industrial Revolution to World Wars to present-day insatiable consumerism, the World is certainly heading towards the largest extinction on the face of the earth since the extinction of the dinosaurs. And ironically, unlike the dinosaurs, it is self-driven by us humans. The need for sustainable development arose when humans' unlimited desires/needs increased beyond the limited natural resources available on earth. Sustainable development gave rise to the need for sustainable consumption and production. But it is not enough. Until and unless people's behaviour changes from consumerism/commercialism to sustainable behaviour, a true sense of sustainability will never be achieved. Behavioural Economics enlightened the world of economics to study human behaviour with a new multidisciplinary approach that includes the use of ideas and theories from more than one discipline (economics and psychology).

Consumer behaviour, beyond economics, is studied by many disciplines. Mostly categorised under two domains. One is at the individual level the and other concentrates on overall lifestyle models. The field of economics has been traditionally dominated by the rationality of individuals, focused on utility maximization measured in market prices and opportunity costs. However, psychology, sociology, and marketing science research have revealed that consumer behaviour is far more complicated than just a rational response to price signals (Mont, Oksana & Plepys, Andrius 2008). Several factors beyond economics influence consumer behaviour and consumption practices, involving sociological, psychological, technological, and environmental issues.

The word sustainable consumption and production first came into existence in the 1992 UN Conference on Environment and Development held in Rio de Janeiro where it was accepted that the major cause of degradation of the environment is the unsustainable pattern of consumption and production. Later in 1994, the first definition of sustainable consumption and production (SCP) was proposed by Geert Hofstede. According to him, to get basic needs fulfilled and have a better quality of life the services and related products should minimize the use of natural resources and hazardous materials. Also, it is essential to reduce the emission of waste and pollutants throughout the production of goods and services so that the need of the future generation is not compromised (Ofstad et al., 1994).

In 2002, the World Summit on Sustainable Development recognized the importance of Sustainable Consumption and production. In 2003 United Nations Environment Programme (UNEP) and the United

Nations Department of Economic Affairs (UNDESA), used diffusion of sustainable consumer behaviour by raising people's awareness of the impacts of their consumption choices and encouraging changes in social behaviour (Pogutz 2008). In 2015 Sustainable Consumption became one of the most essential elements of the 2030 Agenda for Sustainable Development. The twelfth sustainable development goal of the agenda aims to ensure Sustainable Consumption and production. The United Nations organized a live conference on the topic "*Unlocking your Emotions to Achieve the SDGs: Emotional Intelligence"* at the Economic and Social Council Chamber at United Nations Headquarters in New York, in 2017 for realizing the importance of "emotions" in achieving Sustainable Development Goals. The conference concluded that the role of understanding the emotions of oneself and others (Emotional Intelligence) is inevitable in achieving sustainable development goals. As people become self-aware, they become sensitive toward others/environment and thus, leading to an internal transformation to think about the betterment of present and future generations.

1.1.1 CONSUMPTION BEHAVIOUR

Consumption of goods and services is an act performed by everyone. An economist defines consumption purely from an economic perspective, that is, consumption done for economic benefit. Consumption is motivated by a desire to get benefits to satisfy human needs for food, shelter, clothing and so on. Richins (2008) identifies that there is a large gap exists between the conceptual clarity of the variables that affect consumption emotion processes and that of consumption emotions experience affect purchase motivation and consumption behaviour.

1.1.2 EMOTIONAL INTELLIGENCE (EI)

Emotional Intelligence is most frequently outlined as perceiving, using, understanding, managing, and handling emotions. People with high emotional intelligence will acknowledge their own emotions and those of others, use emotional data to guide thinking and behaviour, pick out between totally different feelings and label them properly, and modify emotions to adapt to environments. The term was first time used in 1964 by Daniel Goleman. According to him "*Emotional intelligence is an individual's ability to manage his feelings and to show those feelings properly and effectively. In his opinion, emotional intelligence is the largest single predictor of success within the work area".*

1.1.3 ATTRIBUTES OF EMOTIONAL INTELLIGENCE

Daniel Goleman suggests five fundamental features of emotional intelligence, each with its benefits:

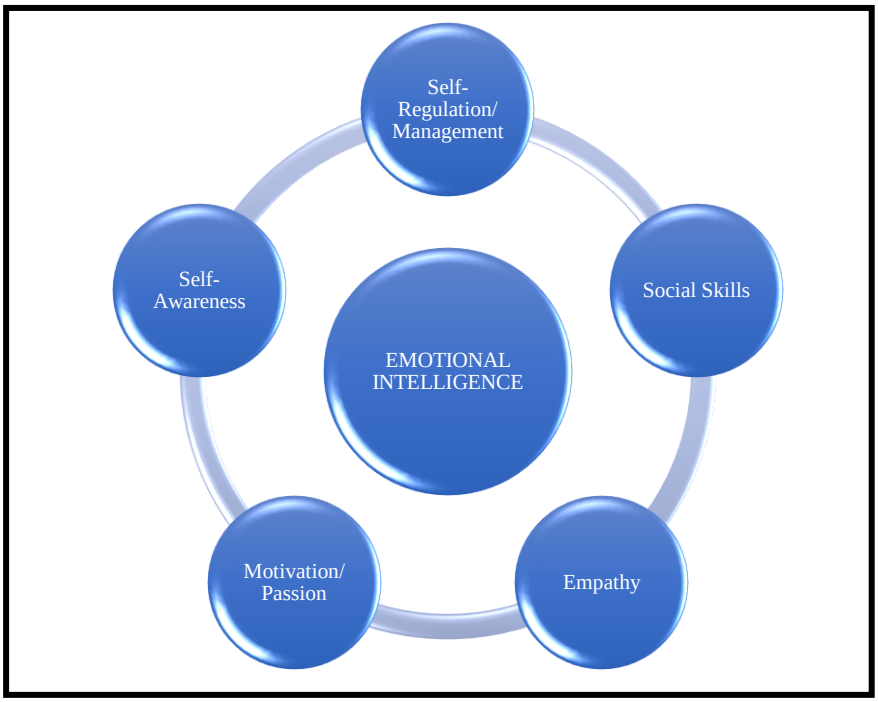

Figure 1: Five Elements of Emotional Intelligence *(Source: Daniel Goleman, 2007)*

a) Self-awareness

Self-awareness is the ability to accurately recognise your: emotions, strengths, limitations, and actions and understand how these affect others around you.

b) Self-regulation

Self-regulation helps you to properly manage your emotions and impulses. One can show or restrain certain emotions based on what is necessary and beneficial for the situation. For example, rather than scolding your subordinates when you're stressed, you may decide what tasks can be assigned.

c) Empathy

Being empathetic means, you can identify and understand others' emotions, i.e., imagine yourself in someone else's position.

d) Motivation

To be self-motivated includes enjoying what you do, working towards achieving your goals and not being motivated by money or status.

e) Social skills

Effective social skills consist of managing relationships to benefit the organisation.

1.1.4 SUSTAINABLE CONSUMPTION

Sustainable consumption is a way of consuming goods and services that have the minimum impact on the environment and that also helps in meeting the needs not just of the present but the future generation as well. Sustainable consumption and sustainable production are often used parallel to each other; consumption, not just by individuals and households, but also by businesses, and other organizations, is the use and disposal (or recycling) of goods and services. A sustainable lifestyle enables a thriving life for households, individuals, communities and beyond by minimizing ecological footprints. It is the result of collective as well as individual decisions about desires and about gratifying needs. Practising sustainable consumption can in return be conditioned and controlled by public policies, societal norms, markets, infrastructure, culture and political institutions.

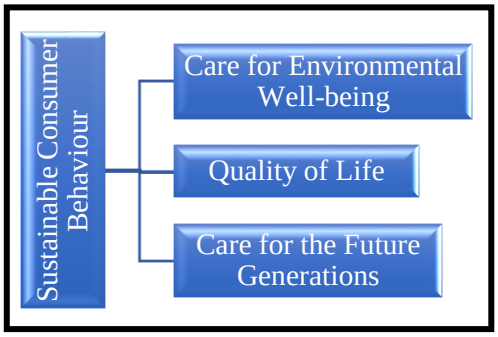

Figure 2: Dimensions of Sustainable Consumption Behaviour (*Source: Quoquab et. al. 2019)*

According to Salim (1994) sustainable consumption is something that improves the consumption quality of the present as well as the future generations, for optimizing consumption, maintaining services and quality of resources and the environment over time.

In the present study sustainable consumption behaviour has been measured in terms of three dimensions developed by *Quoquab.et.al* (2019). This sustainable consumption scale can be used to determine an individual's level of responsibility towards living a quality life, environmental welfare, as well as responsibility towards sustainability of the future generation.

1.1.5 IMPORTANCE OF EMOTIONAL INTELLIGENCE IN FORMING SUSTAINABLE CONSUMPTION BEHAVIOUR

Consumption behaviour reflects everyday life choices that a person makes to survive and satisfy one's needs and desires. Today's consumption behaviour represents uncontrolled consumerism, profit making attitude, economies based on exploitation of resources and prioritizing Gross Domestic Product (GDP). These set notions about economic growth have given rise to unethical, insensitive, self-satisfying and greedy human behaviours. Moreover, these behaviours have now turned into Global beliefs on which Entreprenuer-ism/capitalism is standing.

There is a dire need of transformation at the global level through awareness of the inner self, the external environment and awareness of the relationship the inner and the outer world shares. Emotional Intelligence is one of the keys to reach that level of awareness. It includes empathy, self awareness, self regulation/management, social skills and motivation/passion. Sustainable consumption behaviour also need care for the future generation, care for environmental well being and maintaining high quality of life; all of which require high levels of all of emotional intelligence's parameters.

Thus, it is difficult to visualise sustainable societies with lower emotional intelligence levels. Both should go hand-in-hand.

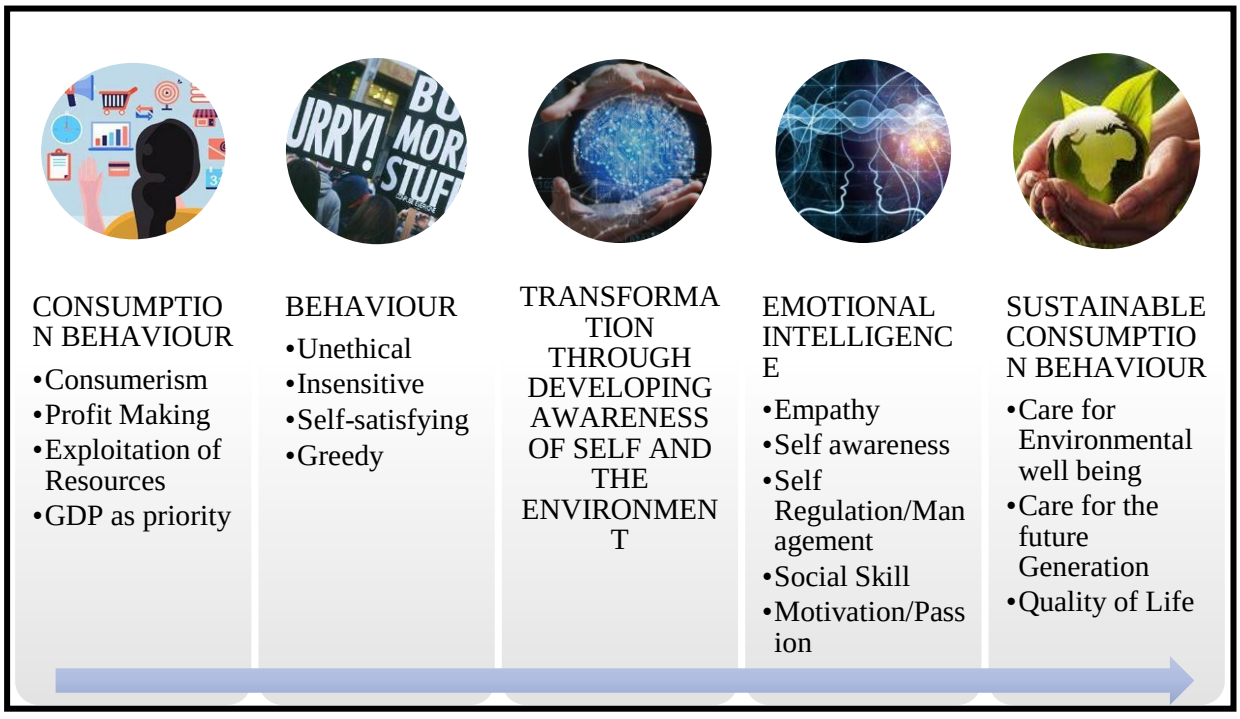

Figure 3: Importance of emotional intelligence in forming sustainable consumption behaviour

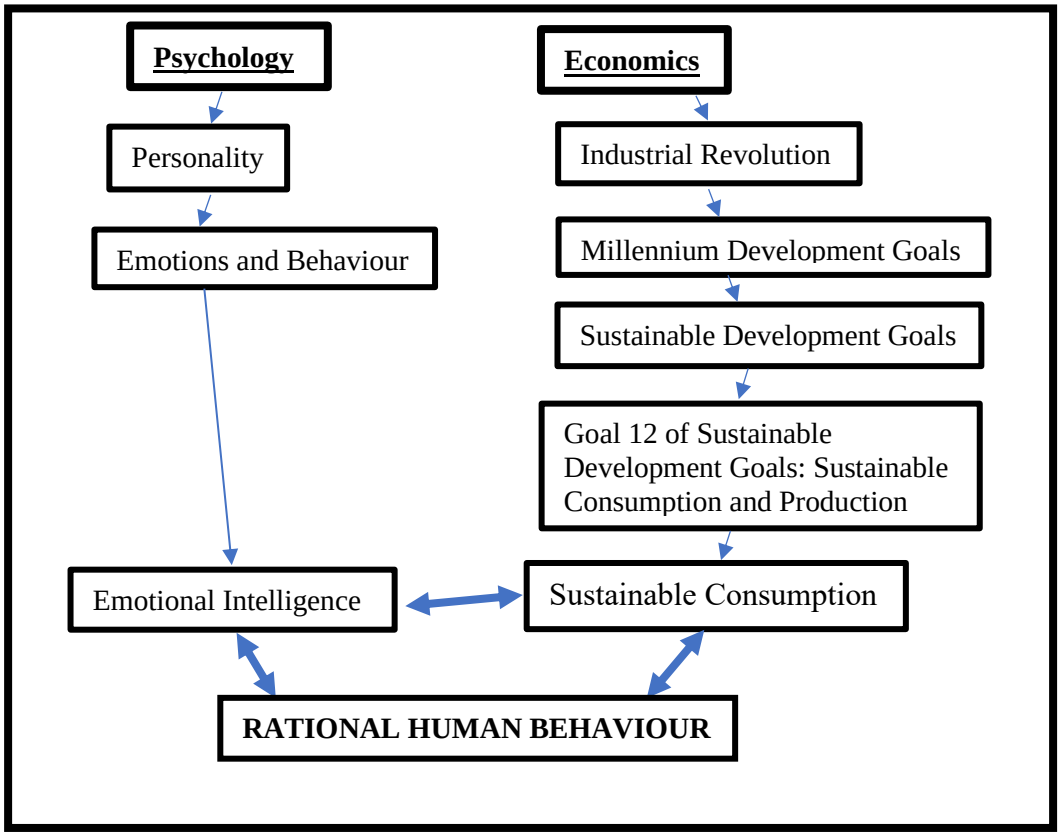

Figure 4: Conceptual framework of research problem

2.1 REVIEW OF RELATED LITERATURE

(Summary Sheet: Annexure 1)

2.1.1 Review of Literature Related to Emotional Intelligence

In origin, emotional intelligence is known as social intelligence. **Thorndike (1920)** acknowledged three types of intelligence: mechanical, social and abstract. The idea of social intelligence came nearest to the present-day understanding of emotional intelligence. **Salovey and Mayer (1990)** explored the structure of emotional intelligence and try to define the skill sets to hypothesise the accurate appreciation and expression of emotions in self and in others. In the same direction, **Salovey et. al. (1995)** and **Goleman (1995)** observed that the clarity of attention to an individual governs by his feelings.

Schutte et. al. (1998) analysed that emotional intelligence can be measured by using self-report and conceptualized it as a distinct multidimensional domain **Mayer et. al. (2000)** developed the multifactor Emotional Intelligence Scale (MEIS). **Salovey et. al. (2001)** observed the ambiguity between emotional intelligence (EI) and traditional standards for an intelligence. Whereas **Lopes et. al. (2004)** discovered a positive correlation between the ability to manage emotions and the quality of social interactions.

Rooy and Viswesvaran (2004) and Bastian et. al. (2005) explored the relationship between emotional intelligence and performance and found that higher emotional intelligence was positively correlated with higher life satisfaction, better-perceived problem-solving and coping ability and lower anxiety.

Mowat (2019) and Pečjak and Avsec (2003) focused on the scales of self-awareness and empathy to adapt to changes in the environment and build a solid social network around themselves more quickly. Along the same line, **Pekaar (2018)** and **Udovč (2018)** observed that intelligent behaviour depends on the harmony of two minds because in everyday situations people first act with emotions than the mind. **Žagar (2018)** presented three models of this emotional intelligence concept: the ability-based model, the mixed model, and the emotional intelligence model and **Goleman (2017)** sets a framework for working with people to understand the impact of self-awareness, self-control, social awareness, and social competencies on work success.

2.1.2 Review of Literature Related to Sustainable Consumption Behaviour

The Sustainable Development concept was found in the report published by The World Commission on Environment and Development called "Our Common Future" **(United Nations 1987).** The report brought to light the environmental concerns of the mainstream political scenario. Its main aim was to bind environmental and developmental issues in a single thread**.** A resolution adopted by the General Assembly of the United Nations (**United Nations Millennium Declaration, 2001)** stresses the need for sustainable development further Walpole **(2008)** published a report on United Nations Millennium Development Goals further reminding Nations to meticulously follow the set goals and that they are achievable.

Costanza, R., et. al. (2014) observed that the Gross domestic product is misleading nations in measuring success and urge the need to adopt new measures and metrics According to **Robert Costanza and colleagues'** subjective well-being has been studied intensively, and regarded as the most appropriate measure of societal progress. **Whitmee et. al. (2015)** in their report (**Rockefeller Foundation–Lancet Commission on planetary health**) reminded the world of the urgent need for transdisciplinary/multidisciplinary research and capacity building.

In **2015** a resolution was passed by **the United Nations General Assembly** in which Millennium Development Goals were replaced by Sustainable Development Goals. A total of seventeen goals were

formulated, with the twelfth goal clearly defining sustainable consumption and production patterns and the domains in which they can be achieved. According to **Fukuda-Parr (2016),** Millennium Development Goals and Sustainable Development Goals are different from each other in purpose, concept and politics. Sustainable Development Goals actually overcome many shortcomings of the Millennium Development Goals. It mainly stresses the structural reforms in the global economy.

Middlemiss (2018) wrote a book named "Sustainable Consumption" in which he divided sustainable consumption to be measured by outlining the impact of current consumption on the environment and putting these impacts in a social context. **Böhme et. al. (2018)** developed a method that engages adolescents in sustainable consumption (in the areas of nutrition and clothing) not just at cognitive but also at socio-emotional and behavioural levels and develop new approaches to engage adolescents with sustainable consumption in a way that addresses not only the cognitive but also the socio-emotional and behavioural levels. **Rao et. al. (2019)** identified energy requirements for decent living in India, Brazil and South Africa. They found that the substitution of sustainable energy consumption patterns needs consumption behaviours that meet all human needs without excess.

Quoquab et. al. (2019) constructed a multiple-item scale for measuring sustainable consumption behaviour on three levels: individual's level of responsibility towards living a quality life, environmental welfare, and responsibility towards sustainability of the future generation. **Stanszus (2020)** concluded that sustainable consumption through mindfulness training reveals some serious methodological issues and drawbacks in present empirical approaches, especially in regard to the definitional problem, the development and use of measuring tools, sample selection, study designs and the inclusion of moderating and mediating variables.

2.1.3 Review of literature related to the relationship between emotional intelligence and Sustainable Consumption Behaviour

Sustainable development is a multidimensional concept and has three separate economic, social, and ecological domains. **(Daly, 1987)**. **Faucheux et. al. (1995)** and **Mabel Berezine (2005)** created the link between emotions and economic actions. **Bandelj (2009)** proposed two types of economic activity that enhance the emotional intelligence of consumers: improvisation and situational adaptation. He concluded that there is a need for empirical research on the influence of emotions not just on rational

economic action but also on creative economic interactions.

Koenig-Lewis et. al. (2014) and **Wang et. al. (2016)** studied the effect of four emotions: pride, guilt, respect, and anger, on consumers' intention to sustainable consumption choice of household appliances in two aspects resisting energy-consuming household appliances and purchasing energy conserving household appliances. **López-Galán et. al. (2017)** found that the decision to purchase food (potato chips) was influenced by the consumers' emotional intelligence ability and the relationship is heterogeneous across consumers. **Odame et. al. (2020)** observed the importance of Emotional Intelligence, through human resource practices, which leads to sustainable development similarly **Pîrvu (2020)** illustrated that emotional intelligence is a key factor in maintaining a sustainable business. Therefore, it is significant to study the impact of emotional intelligence behaviour on maintaining positive business relationships and sustainability.

2.2 RESEARCH GAP

Through the literature review, it is prominent that there are many studies that show how emotions can impact consumer choices and behaviours. These studies mainly focus on the commercial aspect of consumer behaviour and choices. Many studies have also proved that emotionally intelligent consumers make better consumption choices. But there are very few experimental studies done on the effect and use of emotional intelligence to transform mass human behaviour towards sustainability/sustainable consumption choices. Therefore, after reviewing the related literature, the researcher has identified the following research gaps-

- How to build economic models that use intrinsic behaviour change (through emotional intelligence building) for extrinsic change in economic consumption choices towards adopting a sustainable behaviour.
- What is the difference between rational and sustainable consumption behaviour?
- What are the socio-economic and psychological variables which affect sustainable consumption?
- What are the drivers and barriers of sustainable consumption?
- What policy interventions can encourage sustainable and resilient consumption?
- How to achieve Sustainable Development Goals through intelligent consumption?

3.1 NEED FOR THE STUDY

Emotionally intelligent consumers are not driven by self-greed but rather by everyone's well-being. They develop the ability to be empathic and sensitive towards themselves and others. Studies have proved that Emotional intelligence makes individual adaptation and change possible, and better emotional stability increases the probability for organizations to acquire radical change, emotional intelligence is one of the key factors in a sustainable business and the real benefits are felt by the people who work in the organization. The review of related studies provides initial evidence of the importance of using emotional information to improve the quality of consumer decision-making and thus, sustainable consumption patterns. However, more research is needed to structurally study the impact of emotional intelligence in consumer decision-making that directly affects sustainable behaviour.

Thus, as discussed seriously by the various world organisations including United Nations, the key driver of current unsustainable development is consumption behaviour. Keeping that in mind, this research focuses on exploring the effects of emotional intelligence on sustainable consumption behaviour, how emotional intelligence can improve sustainable consumption patterns, and how to train people to be emotionally intelligent. This particular study is yet to commence.

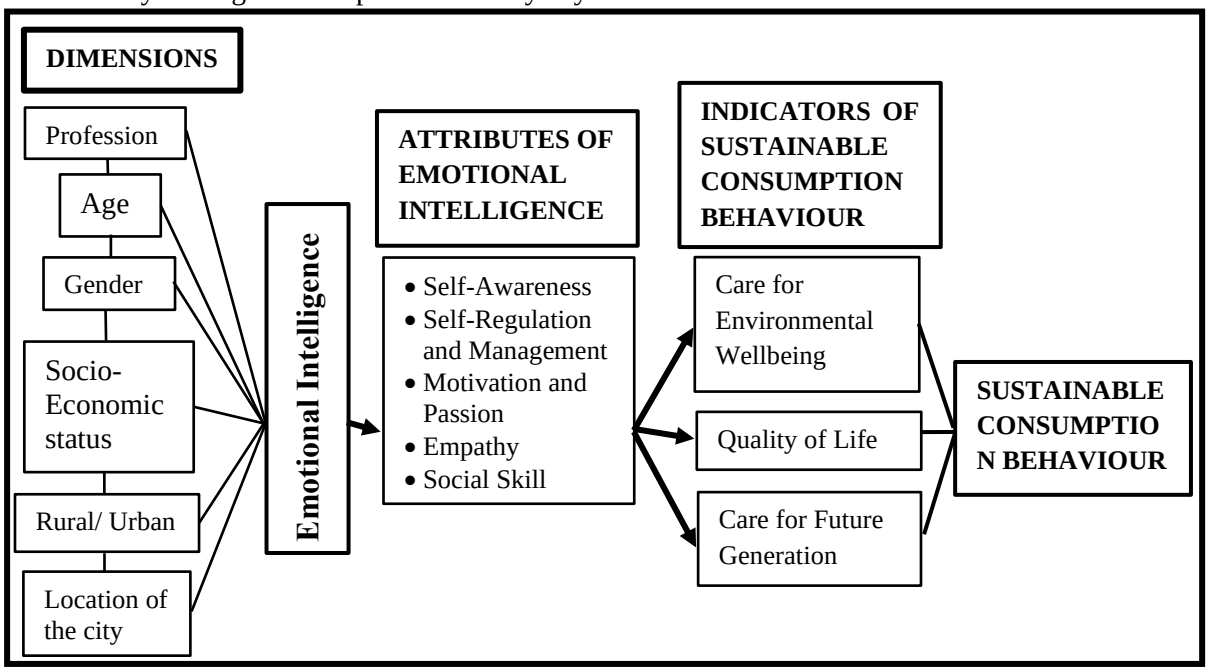

Figure 5: Conceptual Model of Present Research Work

Since the early nineties, the goal of policy-makers and scholars had been to try and solve the problems of sustainable development by understanding and defining sustainable consumption and production

patterns. However, despite the consistent and wide-ranging efforts of governments and businesses in response to the research, global environmental pollution and the degradation of ecosystems have increased over the years.

Emotional Intelligence is one of the tools that can build the required intelligence for making people sensitive toward their consumption patterns and choices. Through training and awareness camps, it can build new beliefs and norms that can transform the world first from within and then from the external environment. The present research work focuses on defining this path, through behavioural sciences and a multidisciplinary approach, toward using Emotional Intelligence in practical economic planning and decision-making with a single-sighted focus on sustainable consumption behaviour. The present research work will be beneficial for all sectors of society: Government, private and welfare.

The following products will be included in the standardized questionnaire and as per the need of the questionnaire the products will be increased: Electricity (lights and fans), water, paper bags, organic food, natural resources, domestic rubbish, waste food and beverages, old cloths, glass bottles, newspaper, food containers, paper/aluminium, shopping bags/plastic bags, shoe/handbags, petrol/diesel, etcetera.

4.1 OBJECTIVES OF THE STUDY

- To study the emotional intelligence of the consumers (Age-wise, Gender-wise, Socioeconomic status-wise and profession-wise) with special reference to economics.
- To assess the impact of emotional intelligence on sustainable consumption behaviour.
- To identify barriers to practising sustainable consumption behaviour.
- To suggest strategies to improve emotional intelligence skills.
- To study the impact of Emotional Intelligence on the attainment of UN Sustainable Development Goals.

5.1 HYPOTHESIS OF THE STUDY

Ho1: There will not be any significant difference among various groups (Gender, age, socio-economic status and profession) with respect to their Emotional Intelligence.

Ho2: There will not be any significant impact of Emotional intelligence on Sustainable Consumption Practices/Behaviour.

6.1 RESEARCH METHODOLOGY

The present research work analyses the impact of Emotional Intelligence on Sustainable Consumption Behaviour based on primary as well as secondary data. The impact will be measured through field observations and analysing the relative change in the consumption pattern of households. The present research proposed the following research methodology -

6.1.1 RESEARCH *TYPE**: Descriptive and Analytical research approach is inductive in nature.***

6.1.2 VARIABLES: The variables for the present study are categorized as follows:

- INDEPENDENT VARIABLE: Emotional Intelligence
- DEPENDENT VARIABLE: Sustainable Consumption Behaviour (Only inclusive products are considered, such as polyethene, artificial packaging etc.)

6.1.3 TYPE OF DATA

6.1.3.1 Primary Data:

Emotional Intelligence is a Qualitative variable but it is measurable through standardized questionnaires just as Intelligence Quotient (IQ). The structured questionnaire will be constructed and standardized as per the requirement of the present study.

6.1.3.2 Secondary Data:

Secondary data is used mostly to read and quote about the progress of sustainable development goals from various published and unpublished records of national/international government and non-governmental organizations, World Health Organisation, World Economic Forum, United Nations publishing/other resources, National Institute of Transforming India (NITI) Aayog and other individual countries respective organisations that are working towards achieving Sustainable Development Goals. There are related articles on the internet, in magazines, in research papers, in books from various reputed journals, etc.

6.1.4 SAMPLE DESIGN

6.1.4.1 STUDY REGION: Uttar Pradesh, India

As Uttar Pradesh is the most populated state in India (Census 2011) and therefore, it is purposefully selected for its concentration and diversity of the population. As per the Census 2011, Uttar Pradesh has a population of 19.98 Crores, it increased from 16.62 Crore (2001 census). Agra and Gautam Buddha

Nagar (North-Western Uttar Pradesh) are the two districts taken for primary data collection. Agra is selected because it is a growing city under a transition phase at economic, cultural and social levels. Whereas Gautam Buddha Nagar is selected for the diversity and advancement of its population. Out of the total Agra population for the 2011 census, 45.81 per cent lives in urban regions of the district and 54.19 % population of Agra districts lives in rural areas or villages. Whereas out of the total Gautam Buddha Nagar population for the 2011 census, 59.12 per cent live in urban regions of the district and 40.88 % of the population of Gautam Buddha Nagar district lives in rural areas. Aligarh and Bareilly, though having the lowest urban population, are not selected because they are not in the transition phase. As we are studying emotions, we need to study two population samples, one is highly diversified and the other is at the phase of transition, that is sensitive to change. Gautam Buddha Nagar's urban population is mostly migrated and represents a diverse population and Agra's population is changing its cultural norms, economic patterns and social beliefs. Thus, studying their Emotional Intelligence and attitudes toward sustainable consumption would show us the intensity of adaptation to new ideas in two of India's most common types of districts when it comes to economic change.

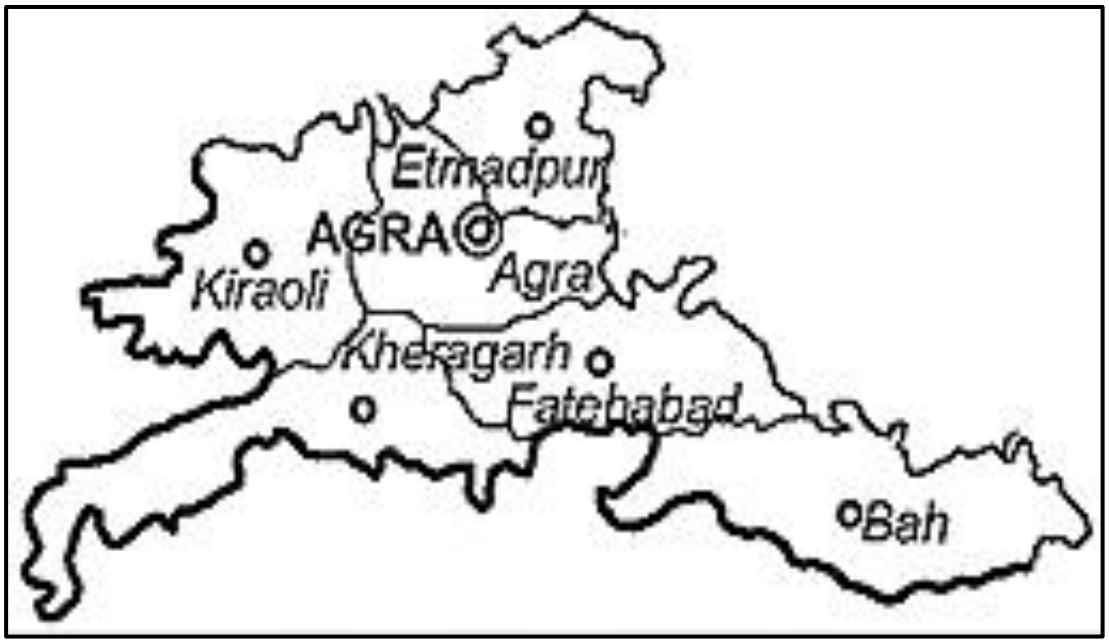

Figure 6: Map of Agra District
(Source: https://www.indianetzone.com/47/agra_district.htm)

Figure 7: Map of Gautam Buddha Nagar
(Source: https://askgif.com/blog/134/top-places-to-visit-in-gautam-budh-nagar-uttar-pradesh/)

From Agra District; Agra and Kiraoli Tehsil and in Gautam Buddha District; Gautam Buddha and Dadri Tehsil are highly populated therefore they have been randomly selected as sample areas for the present study.

6.1.5 SAMPLING TECHNIQUES

Purposive and Multi-stage stratified random sampling techniques. *(Annexure 2)*

Multistage stratified random sampling techniques will be employed for the present research work. To conduct a comprehensive study the two districts i.e., Agra and Gautam Buddha Nagar have been selected purposively.

6.1.6 SIZE OF SAMPLE (500 Respondents) *(Annexure 3)*

A total of 500 households have been considered as a sample population in the present study.

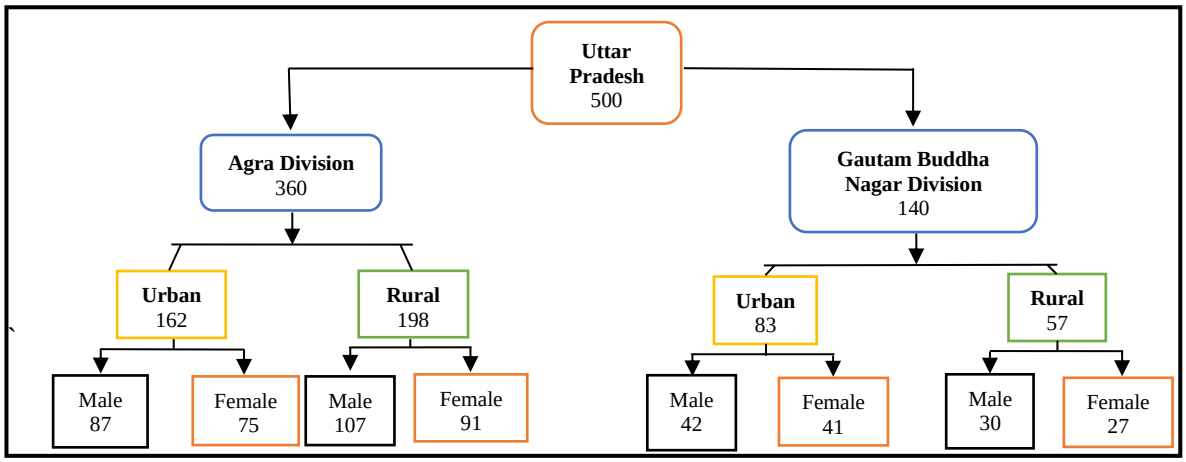

Figure 8: Sampling Framework

6.1.7 RESEARCH METHODS

6.1.7.1 TOOLS FOR DATA COLLECTION: The survey method will be used and data will be collected through a schedule/questionnaire and a structured interview.

6.1.8 STATISTICAL TOOLS

The appropriate descriptive and inferential statistical tools will be used for analysing data:

- Averages
- Pearson's Product-Moment Coefficient of Correlation
- Point Biserial Correlation
- Pearson's Correlation analysis and Multivariate Regression analysis
- Multivariate Technique – Canonical Correlation
- One way ANOVA

7.1 PROPOSED CHAPTERS

Chapter I: Introduction

Chapter II: Review of Related Literature

Chapter III: Significance of Emotional Intelligence in rational decision making

Chapter IV: Impact of Emotional Intelligence on Sustainable Consumption Behaviour

Chapter V: Effective strategies to Improve Emotional Intelligence

Chapter VI: Conclusion and Recommendations

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- https://marketbusinessnews.com/financial-glossary/economic-assumptions/
- https://en.wikipedia.org/wiki/Economics#cite_note-Groenwegen-27
- https://sdg-tracker.org/sustainable-consumption-production"
- https://www.un.org/en/academic-impact/unlocking-your-emotions-achieve-sdgs-emotional-intelligence; https://media.un.org/en/asset/k1z/k1zkszza06
- https://censusindia.gov.in/census.website/
- https://www.instituteforgovernment.org.uk/explainers/nudge-unit
- https://www.niti.gov.in/
- https://ivypanda.com/essays/consumer-behaviour-essay

Newspaper/Magazines

- Times of India
- Economic Times
- Business News
- The Hindu
- Yojana

ANNEXURE - I

REVIEW OF LITERATURE SUMMARY SHEET

S. No	Author	Year	Source	Emotional Intelligence	Sustainable Consumption Behaviour
➢	Thorndike, E.L.	1920	Intelligence and its uses.		
➢	Salovey, P., & Mayer, J.D.	1990	Emotional Intelligence. Imagination, Cognition and Personality, 9, 185 - 211.		
➢	Salovey, P., Mayer, J.D., Goldman, S.L., Turvey, C.L., & Palfai, T.P.	1995	Emotional attention, clarity, and repair: Exploring emotional intelligence using the Trait Meta-Mood Scale.		
➢	Goleman, D.J.	1995	Emotional Intelligence: Why It Can Matter More Than IQ.		
➢	Schutte, N.S., Malouff, J.M., Hall, L.E., Haggerty, D.J., Cooper, J.T., Golden, C.J., & Dornheim, L.	1998	Development and validation of a measure of emotional intelligence. Personality and Individual Differences, 25, 167-177.		
➢	Mayer, J.D., Salovey, P., & Caruso, D.R.	2000	Models of emotional intelligence.		
➢	Mayer, J.D., Salovey, P., Caruso, D.R., & Sitarenios, G.	2001	Emotional intelligence as a standard intelligence. Emotion, 1 3, 232-42 .		
➢	Lopes, P.N., Brackett, M.A., Nezlek, J.B., Schütz, A., Sellin, I., & Salovey, P.	2004	Emotional Intelligence and Social Interaction. Personality and Social Psychology Bulletin, 30, 1018 - 1034.		
➢	Rooy, D.L., & Viswesvaran, C.	2004	Emotional intelligence: A meta-analytic investigation of predictive validity and nomological net. Journal of Vocational Behavior, 65, 71-95.		
➢	Bastian, V.A., Burns, N.R., & Nettelbeck, T.J.	2005	Emotional intelligence predicts life skills, but not as well as personality and cognitive abilities. Personality and Individual Differences, 39, 1135-1145.		
➢	Mowat, J.	2019	Supporting the transition from Primary to Secondary school for pupils with social, emotional and behavioural needs: a focus on the socio-emotional aspects of transfer for an adolescent boy. Emotional and behavioural difficulties, 24(1), 50-69.		

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➢	Pekaar, K.	2018	Self-and other-focused emotional intelligence: Development and validation of the Rotterdam Emotional Intelligence Scale (REIS). Personality and Individual Differences, 120, pp. 222- 233		
➢	Udovč, G.	2018	Emotional intelligence and creativity the skills of the future, 4, (17), 24-26.		
➢	Žagar, T.	2018	The connection of mindfulness and emotional intelligence with the balance between work and private life: analysis in a selected company.		
➢	Goleman, D.	2017	Emotional intelligence: Why it can be more important than IQ, 7th ed.		
➢	Bayer, A.	2016	Working With Emotional Intelligence.		
➢	Cassen, R.H.	1987	Our common future: report of the World Commission on Environment and Development. International Affairs, 64, 126-126.		
➢	General Assembly resolution	2001	United Nations Millennium Declaration. Reforming the United Nations.		
➢	Walpole, C.F.	2008	The Millennium Development Goals Report.		
➢	Costanza, R., Kubiszewski, I., Giovannini, E., Lovins, H., McGlade, J., Pickett, K.E., Ragnarsdóttir, K.V., Roberts, D., de Vogli, R., & Wilkinson, R.G	2014	Development: Time to leave GDP behind. Nature, 505 7483, 283-5.		
➢	Whitmee, S., Haines, A., Beyrer, C., Boltz, F.W., Capon, A.G., Dias, B., Ezeh, A.C., Frumkin, H., Gong, P., Head, P.,	2015	Safeguarding human health in the Anthropocene epoch: report of The Rockefeller Foundation–Lancet Commission on planetary health. The Lancet, 386, 1973-2028.		

	Horton, R.C., Mace, G.M., Marten, R., Myers, S.S., Nishtar, S., Osofsky, S.A., Pattanayak, S.K., Pongsiri, M.J., Romanelli, C., Soucat, A., Vega, J., & Yach, D.				
➢	Fukuda-Parr, S.	2016	From the Millennium Development Goals to the Sustainable Development Goals: shifts in purpose, concept, and politics of global goal setting for development. Gender & Development, 24, 43 - 52.		
➢	Middlemiss, L.	2018	Sustainable Consumption.		
➢	Böhme, T., Stanszus, L.S., Geiger, S.M., Fischer, D., & Schrader, U.	2018	Mindfulness Training at School: A Way to Engage Adolescents with Sustainable Consumption? Sustainability.		
➢	Quoquab, Farzana & Mohammad, Jihad & Sukari, Nurain.	2019	A multiple-item scale for measuring "sustainable consumption behaviour" construct: Development and psychometric evaluation. Asia Pacific Journal of Marketing and Logistics. 31. 10.1108/APJML-02-2018-0047.		
➢	Stanszus, L.S.	2020	Education for sustainable consumption through mindfulness training: conceptualization and results of an intervention study.		
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➢	Koenig-Lewis, N., Palmer, A., Dermody, J., & Urbye, A.	2014	Consumers' evaluations of ecological packaging – Rational and emotional approaches. Journal of Environmental Psychology, 37, 94-105.		
➢	Wang, Jianming & WU, Longchang	2016	The Impact of Emotions on the Intention of Sustainable Consumption Choices: Evidence from a Big City in		

			an Emerging Country. Journal of Cleaner Production. 126. 10.1016/j.jclepro.2016.03.119.		
➢	López-Galán, B., de-Magistris, T., & Caputo, V.	2017	The impact of emotional intelligence of consumers when purchasing products with nutritional claims.		
➢	Odame, C., Pandey, M., Pathak, P.	2020	Emotional Intelligence and Its Importance in Sustainable Development of Human Resources: A Conceptual Model. In: Vanka, S., Rao, M.B., Singh, S., Pulaparthi, M.R. (eds) Sustainable Human Resource Management. Springer, Singapore. https://doi.org/10.1007/978-981-15-5656-2_17		
➢	Pîrvu, C.	2020	Emotional intelligence – A catalyst for sustainability in modern business. Theoretical and Empirical Researches in Urban Management. 15. 60-69.		

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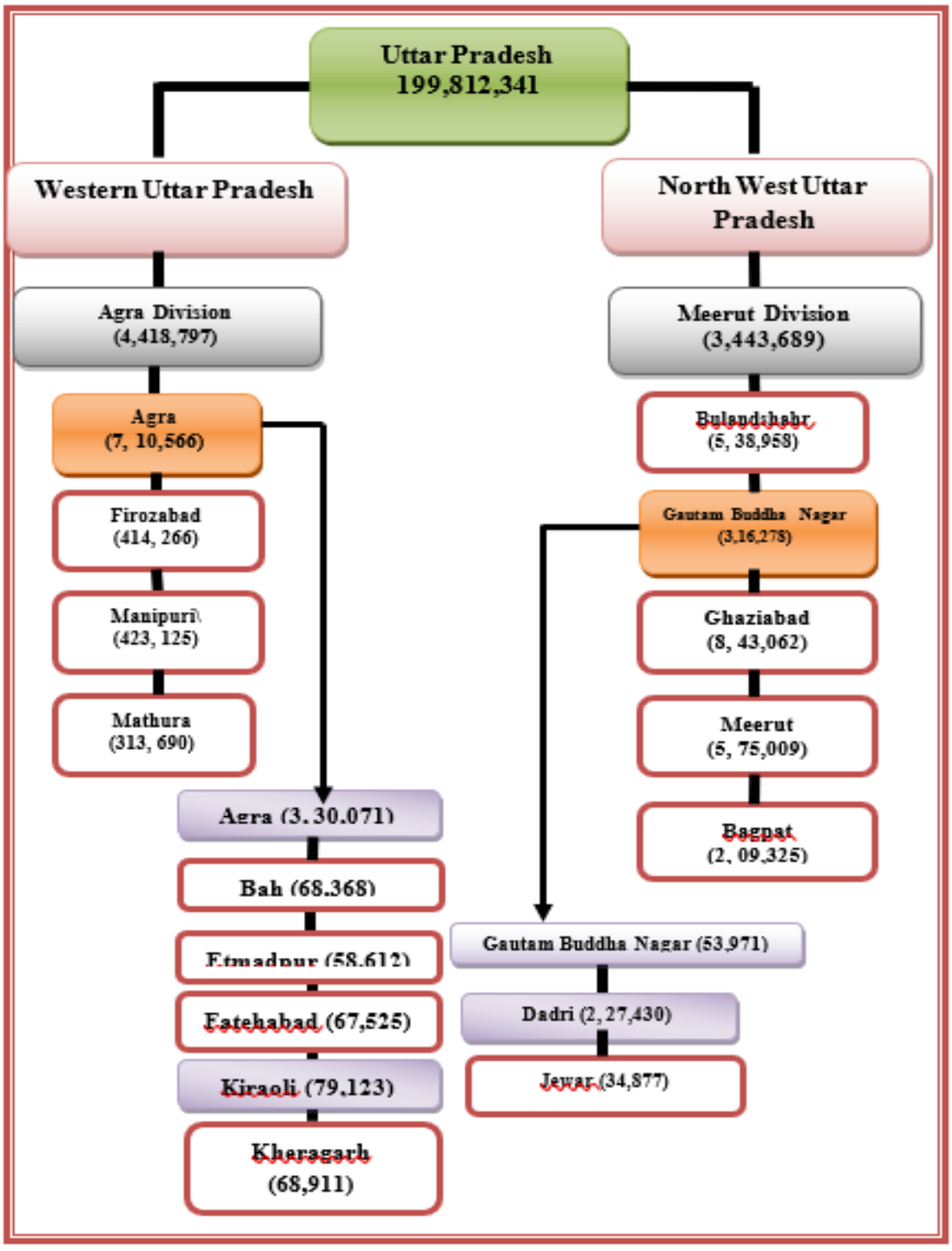
ANNEXURE - II

HOUSEHOLD COMPOSITION



Source: Censes 2011

ANNEXURE - III

FORMULA FOR CALCULATING SIZE OF SAMPLE POPULATION

Following is formula to calculate the sample size for a study that involves the analysis of multiple qualitative variables:

$$n = (N * X) / (N + X - 1),$$

Now we can calculate the sample size.
N= Total Population of Agra and Gautam Budha Nagar= 6067115
Population proportion= 0.05
Substituting the values of N and X, we get,

$$n = (6067115 * 0.05) / (6067115 + 0.05 - 1)$$
$$n = (303755.75/6075114.05)$$
$$n= 0.0500000078187833$$

or

n=500